



EXECUTIVE DIRECTOR/STAFF REPORT: July 2009

- **Visitor Guide Fulfillments** Mail: **2,603** Downloads: **39** e-Brochures: **3,716**
 - Tour Texas – 256
 - Southern Living – 240
 - Texas Monthly – 16
 - Texas Highways – 5
 - Home & Away – 40
 - Midwest Southern Traveler – 12
 - AAA Journey – 14
 - See Texas First (Spring) – 1,336
 - TTIA File Folder – 7
 - DFWATC – 485
 - PR Result (mail) – 192
 - See Texas First e-Brochure – 2,745
 - PR Results e-Brochure – 971
 - Tour Texas PDF Downloads – 39
- **Convention Groups Serviced:**
 - TASN, Guard Games, Glory to Glory & NTEC
- **Site Inspections:**
 - State Farm Insurance w/Embassy Suites & Westin Stonebriar
 - TEEX w/Embassy Suites
- **Meetings/Events Attended:**
 - DFWATC Sports Alliance Meeting
 - YES! (Youth Explore Sports) Expo Advisory Board Meeting
 - Texas Trust Fund CC w/Don Hoyte re: Benefits for Frisco Events
 - Primetime Sports Sponsor Reception & Opening Ceremony for 2009 National Championships
 - TEEX Conference Call
 - Sister City Meeting
 - Emerald City NYE Event at Embassy Suites
 - Hosted Corporate Clients at a RoughRiders game
 - Taekwondo Meeting at Mayors office re: Potential Tournaments & Events
 - NTEC New Ventures Conference
 - SciTech Discovery Center Reception
 - Nick Johnson at Lakes Tennis Academy re: Expansion
 - NIRSA Conference Call re: Possible 2010 Tournament

- **Presentations:**
 - Monthly Report to City Council
 - The Potters house (3 Meeting Planners)
 - So. Baptist of TX Convention (8 Meeting Planners)
 - Texas Women's University (4 Meeting Planners)
- **Special Projects:**
 - SMERF Appointment Blitz w/Embassy Suites
 - Develop Film Friendly Guidelines & Application
 - Bi-Monthly Calendar of Events for Hotels